# Transportation Demand Management Strategic Planning Information Session





## Agenda

To introduce **SDOT's Transportation Demand Management (TDM) Programs 5-Year Strategic Plan** effort to stakeholders who may be interested in and/or impacted by the program and provide them opportunities to help shape the plan.

- Introduction to TDM
- TDM in Seattle
- Project Overview
- Q&A

stoor





# What is TDM?



O BUFFALO WILD WINES

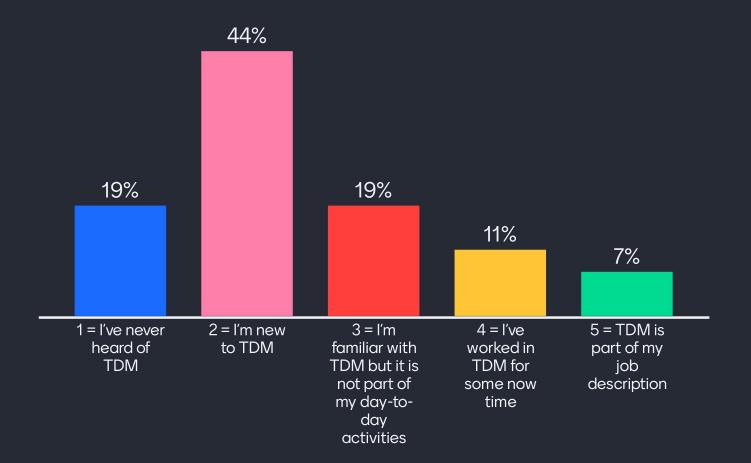


# Poll TimeGo to menti.comEnter the code 1887 3956



#### What is your level of familiarity with Transportation Demand Management, on a scale of 1-5?





# What is TDM?

TDM aims to manage limited resources – road space, public right of way – in an efficient, sustainable, and equitable way







#### What are examples of TDM?









Site-Based Infrastructure End of trip (bicycle) facilities Information kiosks Real-time displays On-site affordable housing Wayfinding Showers and/or lockers

**100** 

Services/ Programming Rideshare (carpool/vanpool) On-site bikeshare Shuttle service Car-share On-site childcare Policy/Plan Dynamic parking pricing Curbside management Restricted vehicle access zones Road pricing Complete streets policies Developer contributions Promotion/Incentives Commute travel allowances Subsidized transit passes Try Transit event Parking cash-out Awards/recognition programs



# What are the benefits of TDM?

Improve air quality

Reduce congestion

Support healthier and happier travel

Attract a wider, more diverse talent pool

Activate streets and local Business Districts

Potential to better utilize vehicle parking space

Enhance access to affordable transportation options

Potential to reduce transportation inequities





# **TDM in Seattle**

Mopop.org.





# Poll Time Go to menti.com Enter the code 1887 3956



# In three words or less, how would you describe your ideal vision for transportation in Seattle in 2030?



#### **SDOT Vision & Mission**

Seattle is a thriving, equitable community powered by dependable transportation.

We're on a mission to deliver a transportation system that provides safe and affordable access to places and opportunities.







#### **Core Policies and Programs**

- Commute Trip Reduction (CTR)
- Transportation Management Programs (TMPs)
- Major Institutions
- Commuter Benefit Ordinance
- MyTrips: City employees
- Neighborhood TDM programs (Flip Your Trip)

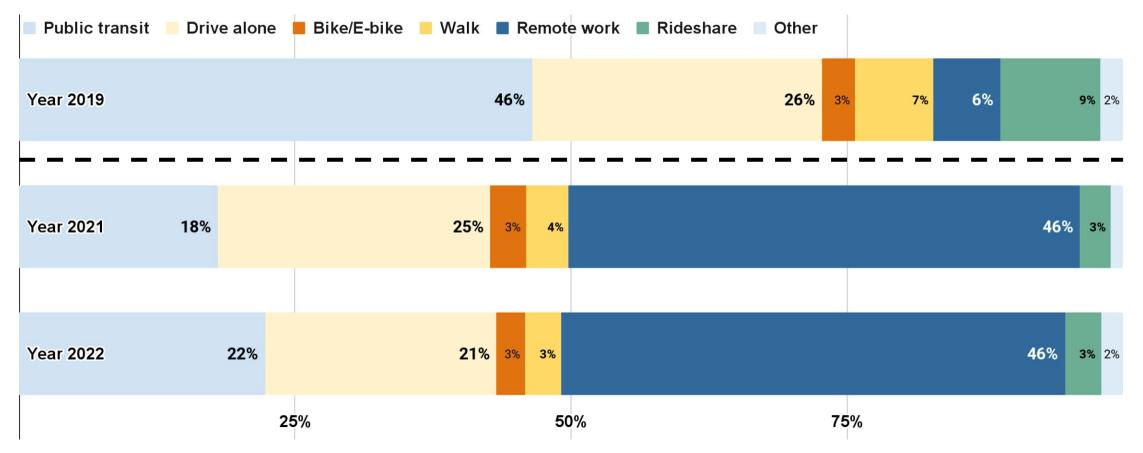






## Seattle Commute Mode Split

#### Year to Year Comparison

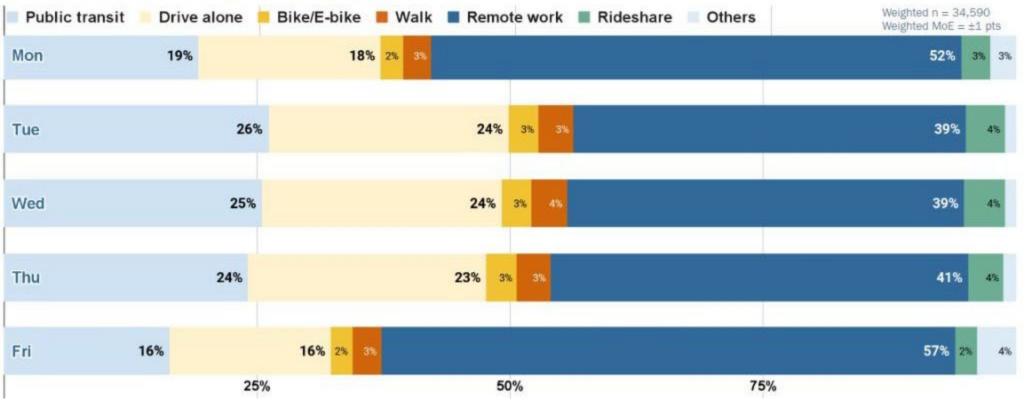


Source: 2022 Seattle Commute Survey

14 **Seattle** Department of Transportation

### **How Seattle Travels Today**

#### Weekday Center City Commute Mode Split (2022)

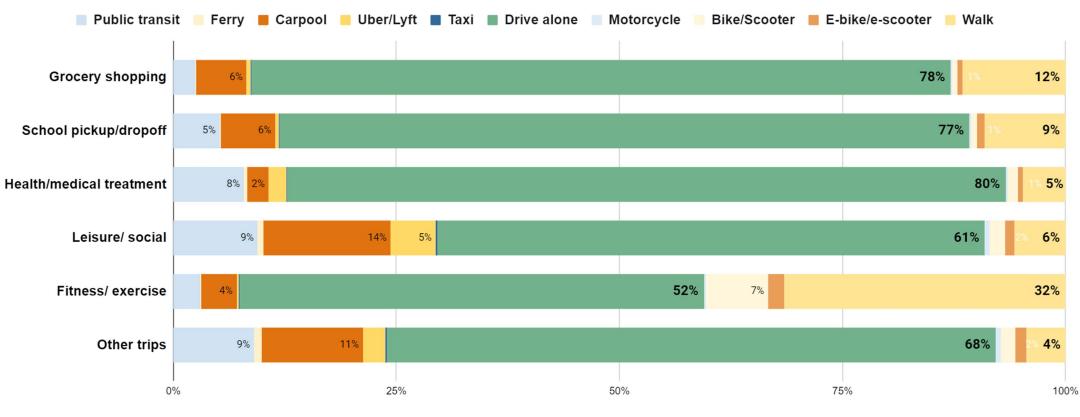


Source: 2022 Seattle Commute Survey



15

## **How Seattleites Travel for Other Purposes**



#### **Non-Commute Mode Split by Trip Purpose (2022)**

Source: 2022 Seattle Commute Survey



## What SDOT has heard so far

Seattle Transportation Plan Community Engagement

- There is a desire for a transportation system designed around people rather than cars;
- To achieve our climate goals, people want us to focus on helping people walk, roll, bike, and take transit more.
- The City should prioritize areas with existing gaps, specifically in **underserved communities**
- People want quick and transformational change

What would you like to see in your TE 212 Commun



# Poll Time Go to menti.com Enter the code 1887 3956



# What is the most frequent transportation question you hear from your organization or community you represent?



# <section-header>





# Why a Strategic Plan?

Key Reasons

- Align TDM programs with ongoing City-level efforts and goals related to mobility, climate, equity, and safety (including Seattle Transportation Plan).
- Expand TDM programming such as more focus on non-commute trips.
- Adapt TDM programs to the new hybrid/telecommuting environment.
- Elevate equity; implement the Transportation Equity Framework.
- Develop new tools to support monitoring and measurement of TDM program success.
- Support the implementation of transportation investments (e.g., transit system expansion.

Final Deliverable: SDOT TDM Programs 5- Year Strategic Plan





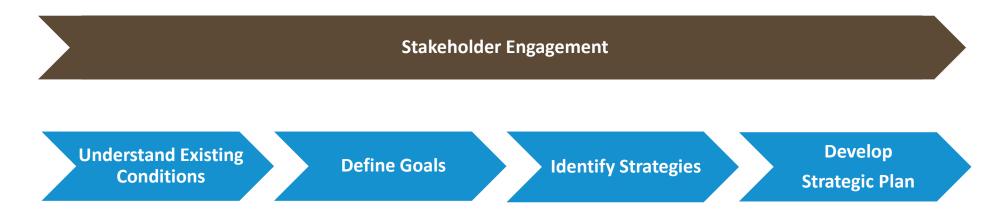
#### **TDM Programs 5-Year Strategic Plan**

#### **CITY OF SEATTLE** SEATTLE DEPARTMENT OF TRANSPORTATION **TRANSPORTATION OPTIONS** PARTNERS **Commute Trip Commute Seattle Comprehensive Plan** Reduction (CTR) **CTR** support • **Seattle Transportation Plan** Policy to guide Transportation TMP support Policies Transportation Equity Framework City investment Management TDM Goals, strategies, Commuter and priorities Climate Change and Programs (TMPs) **Benefits** Equity priorities, Response Framework recommendations including for Major Ordinance Programs for the city's Mobility and Framework to Institutions Support transportation Transportation reduce GHG system for the MyTrips: City **Other Partners** Options emissions from 5-Year next 20 years. employees our transportation Regional • system; Seattle Neighborhood agencies **Climate Calculator TDM programs** Strategic Local partners (Flip Your Trip) Internal teams Commute Trip Reduction Law – applies requirements on (Transportation Plan employers with 100+ employees and exists both in State and gulations Access Program) City law **Commuter Benefit Ordinance** – applies to employers with 20+ . employees worldwide **Transportation Management Programs Director's Rule –** Requirements for buildings due to SEPA or land use code **Residential Programs** Re Major Institution Master Plans - unique zoning rules developed Entertainment/Tourism Program for Seattle's biggest institutions Goods Movement **Small Businesses** Community + Stakeholder Input



## **Timeline & Workplan**

#### **Project Timeline**: March – December 2023





### **Engagement Goals**

- Implement an **intentional engagement** process that is sensitive to the project timeline, staff resources, and equity considerations;
- Conduct targeted stakeholder outreach by preventing redundancy with prior engagement efforts, and establishing a clear plan for incorporating stakeholder input;
- Strategically engage relevant stakeholders to gather input and tackle key policy and program questions.







# **Planned Engagement Opportunities**

#### **Information Session**

Introduce the project to a broad group of potential stakeholders and discuss opportunities for further involvement.

A recording of the session will be available after the event.

#### June 2023

#### **Focus Group**

Host a forum with a diverse group of stakeholders to collectively discuss and assess some of the draft recommendations for the new TDM Strategic Plan.

SDOT will send invitation to stakeholders.

#### **August 2023**

#### **One-to-one interviews & Advisory Group**

Host in-depth conversations with key stakeholders to provide direct experience and input.

SDOT will schedule individually.

**July 2023** 

#### **Presentation at Forums and Groups**

SDOT will present at existing internal and external forums to provide updates and receive feedback to inform the TDM plan.

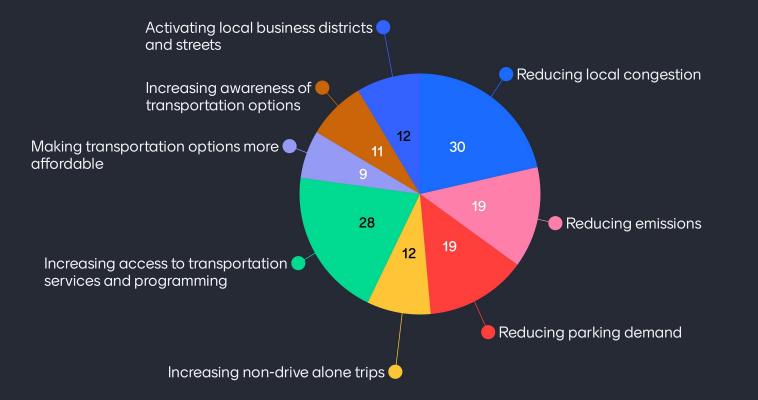
**Throughout planning process** 



# Poll Time Go to menti.com Enter the code 1887 3956



# Select the top three outcomes you'd like to see come out of the TDM Strategic Plan





# **Next Steps**





#### How You Can Participate

- Provide input via interviews and/or focus group
- Suggest other stakeholders for engagement
- Provide feedback on our recommendations

















#### Stay in touch:

#### Sarah Spicer, Transportation Options Program Manager

- Sarah.Spicer@seattle.gov



206-684-5017



# From the entire SDOT and Steer Team: Thank you!

So the ensor



